



Department of Higher Education

Mike DeWine, Governor
Randy Gardner, Chancellor

September 20, 2022

Dear Provosts and Chief Academic Officers and Provosts,

Each year, ODHE allots a portion of our annual Perkins budget to partner with each public institution of higher education in the completion of a project supporting our career-technical education initiatives. In years past, this work has primarily focused on CTAG compliance and CTAV implementation.

Although the CTAG initiative has existed for many years, there is clear evidence that the initiative is significantly less familiar to students and instructors than other opportunities to earn college credit for coursework taken in high school, such as College Credit Plus or Advanced Placement exams. As a result, this year's Perkins MOU will fund support the development and implementation of CTAG marketing materials and strategies.

Over the course of the coming academic year, two representatives from each institution will be asked to share with ODHE staff in virtual meetings and surveys their institutional and student needs for CTAG awareness and their institutional needs for CTAG marketing. ODHE staff will use this information to prepare CTAG promotional resources, and the institutional partners will provide feedback during the development of these resources. At the end of the year, each institution will establish and articulate a plan to utilize the new resources and improve communication to students.

The first step in this project and the first deliverable included in the MOU is for each institution to nominate two or three co-leads who will partner with ODHE staff on this year's project and who will perform the following duties:

- Promotion of CTAG updates and eligibility criteria to students, academic advisors, faculty, and other institutional stakeholders
- Communication to ODHE of institutional needs regarding CTAG promotion and implementation
- Coordination and distribution of the duties included in this work

The co-leads should ideally work with the CTAG initiative in different capacities, but at least one of the co-leads for each institution should serve in a student-facing role with a student population that is CTAG-eligible (e.g., academic advisor for incoming students, admissions counselor / recruitment officer for high school students in career-technical programs, etc.).

If you choose to participate in this important project, you will be notified by Ben Parrot, who will be serving as the project lead for ODHE, as soon as your contract has been fully executed upon signature by the Chancellor. At that time, you will be instructed how to nominate co-leads for your institution.

Questions concerning the project may be sent directly to Ben Parrot at the email address or phone number listed below.

Thank you, as always, for your continued partnership.

Sincerely,

Ben Parrot, Ph.D.

Senior Associate Director of Secondary Career-Technical Alignment Initiative Implementation

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